

**THE EFFECT OF BRAND IMAGE, CONSUMER
PERCEPTION, AND SERVICE QUALITY TOWARDS
PURCHASE INTENTION ON TOYOTA KIJANG INNOVA IN
SURABAYA**



BY:
VINCENTIUS PUTRA ANUGRAH
3303013007

INTERNATIONAL BUSINESS MANAGEMENT PROGRAM
MANAGEMENT DEPARTMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
2017

**THE EFFECT OF BRAND IMAGE, CONSUMER
PERCEPTION, AND SERVICE QUALITY TOWARDS
PURCHASE INTENTION ON TOYOTA KIJANG INNOVA IN
SURABAYA**

THESIS

Addressed to

BUSINESS FACULTY

WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA

To Fulfill the Requirements

for the Economy Bachelor Degree

International Business Management Program

BY:

VINCENTIUS PUTRA ANUGRAH

3303013007

INTERNATIONAL BUSINESS MANAGEMENT PROGRAM
MANAGEMENT DEPARTMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
2017

AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER

For the sake of knowledge development, I as a student of Widya Mandala Catholic University Surabaya:

Name : Vincentius Putra Anugrah
NRP : 3303013007
Title : The Effect of Brand Image, Consumer Perception, and Service Quality Towards Purchase Intention on Toyota Kijang Innova in Surabaya

Acknowledge that this final assignment report is authentically written by me. If it is proved that this paper is a plagiarism, I am ready to receive any sanctions from the Faculty Business of Widya Mandala Catholic University Surabaya. I also approve that this papers to be published/shown in the internet or other medias (The digital library of Widya Mandala Catholic University Surabaya) for academic importance to the extent of copyright law.

Thereby the authenticity statement and the publication approval that I made sincerely.

Surabaya, 15th June 2017

Stated by,



(Vincentius Putra Anugrah)

APPROVAL PAGE

THESIS

THE EFFECT OF BRAND IMAGE, CONSUMER PERCEPTION, AND
SERVICE QUALITY TOWARDS PURCHASE INTENTION ON
TOYOTA KIJANG INNOVA IN SURABAYA

BY:
VINCENTIUS PUTRA ANUGRAH
3303013007

Approved and Accepted
to be Submitted to the Panel Team

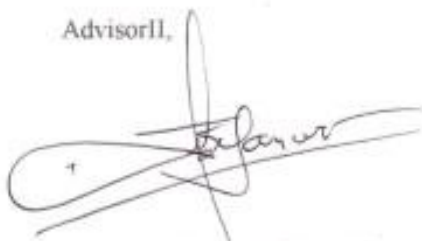
Advisor I,



Hendro Susanto, SE., MM.

Date:

Advisor II,



A.Y. Yan Wellyan, SE., M.Si.

Date:

RATIFICATION PAGE

Thesis written by: Vincentius Putra Anugrah NRP 3303013007

Has been examined on 7-Juli-, 2017 and is accepted to pass by
Panel Team.

Panel Leader:



Dr. A.Y. Yan Wellyan, SE., M.Si.

Confirmed by:

Dean,

Head of Department,



Dr. Lodovyeus Lasdi, MM
NIK: 321.96.03.70



Robertus Sigit H., SE., M.Sc.
NIK: 311.11.0678

FOREWORDS

Tremendous gratitude to God and Lord Jesus Christ for all of their help, love, and guidance throughout the process of making this final assignment thesis. The thesis is a requirement in order obtain a degree in Business Managment at the Faculty of Business Management Department of Widya Mandala Catholic in Surabaya. The final preparation of the final report will not work properly without the help, guidance, and support from various parties. Therefore, the authors would like to thank :

1. Mr Dr. Lodovicus Lasdi, M.M., as Dean of the Faculty of Business Widya Mandala Catholic University Surabaya.
2. Mr. Robertus Sigit H., SE., M.Sc. as the Head of the Department of the Management Faculty of Business Widya Mandala Catholic University in Surabaya
3. Mr. Hendro Susanto, SE., MM. as first Advisor, who has taken the time, efforts, and the mind and gave a lot of advices and counsel to guide authors in completing this thesis .
4. Mr. A.Y. Yan Wellyan, SE., M.Si. as second Advisor, who has taken the time, efforts, and the mind and gave a lot of advices and counsel to guide authors in completing this thesis.
5. My father, mother, sisters, and others who participated that giving the spirit, either in the form of moral and material in completing this final task.
6. Ellyana jannet, who participated by giving supports, advices, and full-time companion in completing this final task. Gary, Revin, friends and interested parties who can not be named one by one, thank you for your prayers and support.

The author realizes that in this thesis are still many shortcomings , therefore criticism and constructive suggestions for improvements are expected this thesis. Hopefully this paper can provide benefits and add insight to readers.

Surabaya, 15th June 2017

Researcher

(Vincentius Putra Anugrah)

TABLE OF CONTENTS

	Page
COVER	i
AUTHENTICITY STATEMENT OF SCIENTIFIC PAPER AND PUBLICATION APPROVAL OF SCIENTIFIC PAPER	iii
APPROVAL PAGE	iv
RATIFICATION PAGE	v
FOREWORDS	vi
TABLE OF CONTENTS	viii
LIST OF TABLES	xii
LIST OF FIGURES	xiii
LIST OF APPENDIX	xiv
ABSTRACT	xv
CHAPTER I. INTRODUCTION.....	1
1.1. Background	1
1.2. Problem Statement	8
1.3. Objectives of the Research	8
1.4. Scope of the Research	8
1.5. Advantage of the Research.....	9
1.5.1. Academic Advantage.....	9
1.5.1. Practical Advantage	9
CHAPTER II. LITERATURE REVIEW	10
2.1. Previous Research.....	11
2.2. Theoritical Basis	12
2.2.1. Brand Image	12
2.2.2. Consumer Perception	14
2.2.3. Service Quality	17

2.2.4. Purchase Intention.....	18
2.3. Relationship among Variables	20
2.3.1. The Effect of Brand Image towards Purchase Intention	20
2.3.2. The Effect of Consumer Perception towards Purchase Intention	21
2.3.3. The Effect of Service Quality towards Purchase Intention	22
2.4. Hypotheses	22
2.5. Research Model.....	23
CHAPTER III. RESEARCH METHOD	24
3.1. Research Design.....	24
3.2. Variables Indetification	24
3.3. Operational Definition.....	24
3.4. Variable Measurement	26
3.5. Type and Sources of the Data	27
3.6. Tools and Data Collection Methods	27
3.7. Population, Sample and Sampling Technique	27
3.8. Data Analysis Technique.....	28
3.8.1. Data Quality Test.....	28
3.8.1.1. Validity Test.....	28
3.8.1.2. Reliability Test.....	28
3.8.2. Classic Assumption Test.....	29
3.8.2.1. Multicollinierity Test	29
3.8.2.2. Autocorellation Test.....	29
3.8.2.3. Heteroskedasticity Test	30
3.8.2.4. Normality Data Test.....	30

3.8.3. Data Analysis Technique	31
3.8.3.1. Multiple Linear Regression Analysis.....	31
3.8.3.2 Hypothesest-testing Procedure.....	31
CHAPTER IV. ANALYSIS AND DISCUSSION	33
4.1. Respondent Characteristic	33
1. Respondent Characteristic Based on Gender	33
2. Respondent Characteristic Based on Domicile	34
3. Respondent Characteristic Based on Car Ownership	34
4. Respondent Characteristic Based on Age	35
5. Respondent Characteristic Based on Intention to Buy a Car	35
6. Respondent Characteristic Based on people who ever rode Kijang Innova.....	36
4.2. Respondent Responses.....	37
4.2.1. Descriptive Statistic of Brand Image Indicator.....	38
4.2.2. Descriptive Statistic of Consumer Perception.....	39
4.2.3. Descriptive Statistic of Service Quality	40
4.2.4. Descriptive Statistic of Purchase Intention.....	41
4.3. Validity Test and Reliability Test	42
4.3.1. Validity Test.....	42
4.3.2. Reliability Test	46
4.4. Classic Assumption Test.....	47
4.4.1. Multicollinearity Test	47
4.4.2. Heterocedasticity Test.....	48
4.4.3. Normality Test.....	49
4.5. The Result of Multiple Linear Regression Analysis	50
4.5.1 Regression Equation	51
4.5.2 Determinant Coefficient and Correlation Coefficient..	53
4.5.3 Research Hypotheses Test.....	53
4.6. Discussion	55

4.6.1. Brand Image towards Purchase Intention	56
4.6.2. Consumer Perception towards Purchase Intention	56
4.6.3. Service Quality towards Purchase Intention.....	57
CHAPTER V. CONCLUSION AND SUGGESTION	58
5.1. Conclusion.....	58
5.2. Limitations of the Research.....	58
5.3. Suggestion.....	59
5.3.1. Suggestion for Academic	59
5.3.2. Suggestion for Practical	59

REFERENCES

APPENDIX

LIST OF TABLES

	Page
Table 2.1. The Comparison between Previous Research and Current Research	11
Table 4.1. Respondent Characteristic Based on Gender	33
Table 4.2. Respondent Characteristic Based on Domicile	34
Table 4.3. Respondent Characteristic Based on Car Ownership	34
Table 4.4. Respondent Characteristic Based on Age	35
Table 4.5. Respondent Characteristic Based on Intention to Buy a Car	35
Table 4.6. Respondent Characteristic Based on Innova User	36
Table 4.7. Respondent's Meant Responses Category	37
Table 4.8. Descriptive Statistics of Brand Image Indicator	38
Table 4.9. Descriptive Statistic Indicator of Consumer Perception	39
Table 4.10. Descriptive Statistic Indicator of Service Quality	40
Table 4.11. Descriptive Statistic Indicator of Purchase Intention	41
Table 4.12. Validity test of Brand Image	43
Table 4.13. Validity Test of Consumer Perception	44
Table 4.14. Validity Test of Service Quality	45
Table 4.15. Validity Test of Purchase Intention	46
Table 4.16. Realibility Test	47
Table 4.17. Multicollinearity Test Result	48
Table 4.18. The Result of Normality Test	50
Table 4.19. The Result of Multiple Linear Regression Analysis	51

LIST OF FIGURES

	Page
Figure 2.1. Research Model.....	23
Figure 4.1. Scatter Graph	48
Figure 4.1. Normal Probability Graph	50

LIST OF APPENDIX

Appendix 1. Questionnaire

Appendix 2. Result of Respondent

Appendix 3.Characteristic of Respondent, Descriptive Statistic, Validity,
Reliability Test

Appendix 4. Classic Assumption Test

Appendix 5. Result of Multiple Linear Regression Analysis

ABSTRACT

The purpose of this research is conducted to examine the effects of brand image, consumer perception, and service quality towards purchase intention on Toyota kijang Innova in Surabaya. The sample in this research are 100 respondents which consists of teenagers and adults at age between 20-40. The respondents can be the ones who intend to purchase a car, or the kijang Innova user itself. Sampling technique in this research use a non-probability sampling where the samples does not have known probability of being selected as in convenience or voluntary response surveys and the data collected method used is direct surveys to the respondents through the distribution of questionnaires.

The data analysis technique use in this research is multiple linear regression analysis which is the result shows that brand image, consumer perception, and service quality have positive effects towards purchase intention on Toyota kijang Innova in Surabaya. The result implies that Toyota kijang Innova should pay more attention to their brand image, consumer perception, and their service quality because these factors very influence the purchase intention on Toyota kijang Innova in Surabaya.

Keywords: Brand Image, Consumer Perception, Service Quality, Purchase Intention, Toyota Kijang Innova